

**THE CLAIMS:**

1. A method of enabling electronic redemption a plurality of tokens, wherein each the plurality of tokens is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the product label with which it is associated, the method including the  
5 steps of:

using a sensing device, and for each of the plurality of tokens:

(a) generating interaction data by sensing at least some of the coded data of the token, the interaction data representing interaction of the sensing device with the coded data; and

10 (b) forwarding the interaction data to a computer system, for enabling the product identifier associated with the product label to be captured electronically in the computer system, thereby enabling the computer system to transmit further information to a token administrator; and

receiving token redemption information from the token administrator after a predetermined combination of the further information has been transmitted to the token administrator.

15 2. The method of claim 1, wherein each of the product labels includes human-readable information relating to the token.

3. The method of claim 2, wherein the machine-readable coded data is substantially invisible to a human.

20 4. The method of claim 1, wherein the sensing device is configured to capture handwritten interaction of the sensing device with at least some of the labels, and to generate the interaction data based on the captured handwritten interaction.

5. The method of claim 1, wherein the interaction data for each label includes an identity of the label and a position of the sensing device relative to the label, thereby to enable identification of the label and determination of how the sensing device has been used to interact with the label.

25 6. The method of claim 5 further including the step of, using the sensing device, generating movement data indicative of movement of the sensing device relative to the labels, the movement data being generated by using at least some of the sensed coded data, and the interaction data being at least partially based on the movement data.

30 7. A method of enabling electronic redemption of a plurality of tokens, wherein each the plurality of tokens is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the product label with which it is associated, and wherein a sensing device has been used, for each of the plurality of product labels, to:

(a) generate interaction data by sensing at least some of the coded data of the token, the interaction data representing interaction of the sensing device with the coded data; and

(b) forward the interaction data to a computer system;

the method including the steps, performed in the computer system, of:

5 receiving a set of the interaction data corresponding to each of the labels;

generating further information based on each set of the interaction data, the further information identifying a token administrator; and

transmitting at least some of the further information to the token administrator for enabling determination of when a predetermined combination of tokens has been interacted with using the  
10 sensing device.

8. The method of claim 7, further including receiving, in the computer system, token redemption information from the token administrator, the token redemption information being indicative of the predetermined combination of the tokens having been received by the token administrator.

15 9. The method of claim 8, further including the steps, performed in the computer system, of:

allocating an alias ID to the at least some of the further information before sending it to the token administrator; and

receiving the alias ID with the token redemption information from the token administrator.

10. The method of claim 9, further including the steps, performed in the computer system, of:

20 determining a telecommunication address of the sensing device or of a user registered to the sensing device based on the alias ID received with the token redemption information; and

forwarding the token redemption information to the telecommunication address.

11. The method of claim 7, wherein the combination is a predetermined number of products.

12. The method of claim 11, wherein the combination is a predetermined number of the same  
25 product line.

13. The method of claim 9, wherein each of the alias IDs is unique to at least the sensing device.

14. The method of claim 9, wherein each of the alias IDs is unique to at least the sensing device and a unique product identifier associated with each of the product labels.

15. The method of claim 7, wherein the computer system is configured to receive a request for information from the sensing device, in relation to the token redemption.

16. The method of claim 15, wherein the request includes an indication of requesting further information about the token redemption.

5 17. The method of claim 14, wherein the computer system is configured to determine that each of the unique product identifiers is associated with a product item that was legitimately purchased.

18. A system for enabling electronic redemption of a plurality of tokens, wherein each of the plurality of tokens is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the label, the system including:

10 a sensing device configured to, as it used to interact with each of the plurality of tokens:

(a) generate interaction data by sensing at least some of the coded data of the token, the interaction data representing interaction of the sensing device with the coded data; and

15 (b) forward the interaction data to a computer system, for enabling the product identifier associated with the product label to be captured electronically in the computer system, thereby enabling the computer system to transmit further information to a token administrator; and

receiving token redemption information from the token administrator after a predetermined combination of the further information has been transmitted to the token administrator.

19. The system of claim 18, wherein the sensing device is configured to capture handwritten interaction of the sensing device and to generate the interaction data based on the captured handwritten interaction.

20. The system of claim 18, wherein the interaction data for each label includes an identity of the label and a position of the sensing device relative to the label, thereby to enable identification of the label and determination of how the sensing device has been used to interact with the label.

25 21. The system of claim 20, the sensing device being configured to generate movement data indicative of movement of the sensing device relative to the labels, the movement data being generated by using at least some of the sensed coded data, the interaction data being at least partially based on the movement data.

22. A system for enabling anonymous redemption of a plurality of tokens, wherein each the 30 plurality of tokens is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the product label with which it is associated, and wherein a sensing device has been used, for each of the plurality of product labels, to:

(a) generate interaction data by sensing at least some of the coded data of the token, the interaction data representing interaction of the sensing device with the coded data; and

(b) forward the interaction data to a computer system;

the system including a computer system configured and programmed to:

5 receive a set of the interaction data corresponding to each of the labels;

generate further information based on each set of the interaction data, the further information identifying a token administrator; and

transmit at least some of the further information to the token administrator for enabling determination of when a predetermined combination of tokens has been interacted with using the

10 sensing device.

23. The system of claim 22, wherein the computer system is configured and programmed to receive token redemption information from the token administrator, the token redemption information being indicative of the predetermined combination of the tokens having been received by the token administrator.

15 24. The system of claim 23, wherein the computer is configured and programmed to:

allocate an alias ID to the at least some of the further information before sending it to the token administrator; and

receive the alias ID with the token redemption information from the token administrator.

25. The system of claim 24, the computer system being configured and programmed to:

20 determine a telecommunication address of the sensing device or of a user registered to the sensing device based on the alias ID received with the token redemption information; and

forward the token redemption information to the telecommunication address.

26. The system of claim 22, wherein the combination is a predetermined number of products.

27. The system of claim 26, wherein the combination is a predetermined number of the same

25 product line.

28. The system of claim 24, wherein each of the competition alias IDs is unique to at least the sensing device.

29. The system of claim 24, wherein each of the competition alias IDs is unique to at least the sensing device and a unique product identifier associated with each of the labels.

30. The system of claim 22, wherein the computer system is configured to receive a request for information from the sensing device in relation to the token redemption.

31. The system of claims 30, wherein the request is indicative of requesting further information about the reward or inquiring about a result of the token redemption.

5 32. The system claim 31, wherein the computer system is configured and programmed to determine that each of the unique product identifiers is associated with a product item that was legitimately purchased.

10 33. A method of enabling electronic redemption of a plurality of tokens, wherein each the plurality of tokens is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the product label with which it is associated, and wherein a sensing device has been used, for each of the plurality of product labels, to:

(a) generate interaction data by sensing at least some of the coded data of the token, the interaction data representing interaction of the sensing device with the coded data; and

(b) forward the interaction data to a computer system;

15 the method including the steps, performed in a token administrator, of:

receiving further information based on each set of the interaction data;

determining when a predetermined combination of tokens has been interacted with using the sensing device; and

outputting an indication that the predetermined combination has been interacted with.

20 34. The method of claim 33, wherein the further information includes a telecommunication address, and the outputting step includes sending the indication to the telecommunication address.

35. The method of claim 33, wherein each of the further information includes an alias ID, and the outputting step includes sending the indication to the computer system along with the alias ID.

25 36. The method of claim 34, wherein a single alias ID is received with the further information associated with each set of the interaction data.

37. The method of claim 34, wherein a different alias ID is received with the respective further information associated with each set of interaction data, and the outputting step includes sending the indication to the computer system along with one of the alias IDs.

30 38. The method of claim 33, further including the step of determining, in the token administrator, whether the further information is associated with a token that has already been

interacted with by the, or another, sensing device, and not counting any further information based on such tokens that were previously interacted with.

39. The method of claim 38, further including the step of maintaining, in the token administrator, a record of which tokens have been interacted with by the, or another, sensing device.

5 40. A product label including machine-readable coded data and human-readable information, the product label being configured for use with the method of claim 1, 7 or 33, or the system of claim 18 or 22.

41. A method according to claim 1, for enabling entry to a competition via machine-readable coded data on an entry form on a printed label of a product, the method including the steps of:

10 receiving, in a computer system, interaction data from a sensing device, the interaction data representing interaction of the sensing device with the coded data on the entry form, the interaction data allowing the competition entry to be electronically captured in the computer system; and  
transmitting the competition entry to a competition administrator.

15 42. A method according to claim 1, using a product label for enabling entry to a competition, the product label comprising:

machine-readable coded data indicative of at least an identity of the label, said machine-readable coded data being readable by a sensing device as the sensing device is moved across the product label, thereby to produce interaction data for enabling the competition entry;

20 human-readable information pertaining to the competition, the human-readable information being at least partially coincident with the machine-readable coded data, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system.

25 43. A method according to claim 1, for enabling anonymous entry to a competition via a printed competition entry form that includes machine-readable coded data, the method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

assigning a competition alias ID to the competition entry; and

30 transmitting the competition entry to a competition administrator with the competition alias ID, thereby enabling the anonymous entry to the competition.

44. A method according to claim 1, for enabling anonymous entry to a competition, the competition being entered by interaction of a sensing device with a product label to generate interaction data indicative of at least an intention to enter the competition, the method including the steps, performed in a computer system, of:

5 identifying a first telecommunication address of the entrant from: an identity of the sensing device received or determined in the computer system; or the interaction data;

associating a temporary telecommunication address with the first telecommunication address;

10 sending the temporary telecommunication address and interaction data to a competition administrator;

receiving, from the competition administrator, information from the competition administrator addressed to said temporary telecommunication address; and

forwarding the information from the competition administrator to the first telecommunication address.

15 45. A method according to claim 1, for: enabling an entrant to enter a competition; and limiting subsequent communication between a competition administrator and the entrant; via a sensing device interacting with machine-readable coded data on a printed competition entry form, the method comprising the steps, performed in a computer system, of:

20 (a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

(b) transmitting the competition entry to the competition administrator; and

(c) enabling transmission of up to a predetermined number of electronic messages from the competition administrator to the entrant.

25 46. A method according to claim 1, for limiting communication between an application and a user, via a sensing device interacting with machine-readable coded data printed on a surface, the method comprising the steps, performed in a computer system, of:

(a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling identification of the application;

30 (b) transmitting information based on at least some of the interaction data to the application; and

(c) enabling transmission of up to a predetermined number of electronic messages from the application to the user.

47. A method according to claim 1, for enabling an entrant to enter an instant win competition via a printed competition entry form that includes machine-readable coded data that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data, the method comprising the steps, performed in a computer system, of:

receiving the interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be captured in the computer system;

transmitting the competition entry to a competition administrator that is configured to determine whether the competition entry is an instant win entry.

48. A method according to claim 1, for enabling anonymous electronic redemption of a token printed as part of a product label, the product label including machine-readable coded data, the method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling electronic capture of: token data of the token; and a product identifier associated with the product label;

assigning a competition alias ID to the token data; and

transmitting the token data, the product identifier and the competition alias ID to a token administrator configured to redeem the token electronically.

20 49. A method according to claim 1, for enabling entry to a competition using a printed competition entry form including coded data readable by a sensing device as the sensing device is used to interact with the entry form, the method including the steps, performed in a computer system, of:

25 receiving, from the sensing device: interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system; and a sensing device ID of the sensing device;

allocating a temporary registration to the sensing device ID or to a user of the sensing device, the registration including a return electronic address associated with the sensing device ID or the user;

30 transmitting the competition entry to a competition administrator; and

verifying competition entry via the return electronic address.

50. A method according to claim 1, for validating entry to a competition via interaction of a sensing device with a printed competition entry form comprising coded data indicative of a unique product identifier, the method comprising the steps, performed in the computer system, of:

5 receiving, from the sensing device, the product identifier and interaction data representing interaction of the sensing device with the coded data, the interaction data including at least the unique product identifier and enabling a competition entry to be electronically captured in the computer system; and

10 transmitting the product identifier and the competition entry to a competition administrator for validation of the competition entry at the competition administrator by verification of the product identifier.